YOU CAN'T HELP INHALING - BUT

you can help your throat!

HEAVY smoker—or light smoker—you're just like *every other* smoker in one way: *all smokers sometimes inhale.* And that increases *chances* of irritation. UNLESS YOU KNOW THIS DIFFERENCE IN CIGARETTES . . . REPORTED BY DISTINGUISHED DOCTORS WHO COMPARED ALL FIVE LEADING BRANDS, INCLUDING PHILIP MORRIS. THEY FOUND THAT:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN *THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

Tell the folks back home to make 'em PHILIP MORRIS—when they send cigarettes. Because PHILIP MORRIS NOT ONLY TASTE BETTER—*THEY'RE PROV'ED BETTER FOR YOU!*

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—America's Finest Cigarette

12-47

Source: https://www.industrydocuments.ucsf.edu/docs/nskk0000